

# NKG VERIFIED CLAIMS POLICY

Version 2.1 - March 2023

## 1 Objective

NKG Verified Claims policy is intended to: 1) provide support to our stakeholders to formulate, substantiate and communicate claims directly related to the implementation of NKG Verified and selling of NKG Verified coffees, and 2) use claims correctly to maintain credibility on NKG Verified.

## 2 NKG Verified Claims

### 2.1 Allowed claims

The following text claims and the use of the logo are only allowed off-product; they can be used in materials other than the final coffee product packing, e.g., websites, brochures, reports, newsletters, presentations. Claims on-pack are NOT allowed.

For NKG export companies the NKG Verified logo is allowed to be used in the coffee bags for export.

### 2.2 Entities that can use NKG Verified claims

Who	Pre-condition	Requirements on claims
NKG export company	An approved third-party audit every 3 years	Claim shall refer to the approval: "NKG Verified"
Final buyer (roasters)	A purchasing contract with NKG export/import company	Claims shall refer to the traded NKG Verified coffee (Any of the following possibilities): "(Company name) sources coffee that is produced according to NKG Verified standards" "Coffee sourced in accordance with NKG Verified standards (link to webpage with more info)" "NKG Verified coffee: a contribution to improve social, environmental and economic standards for farmers" "NKG Verified coffee is traceable to (name/number of supply chain) in (name of the region)"
Other stakeholders	A formal partnership established with any NKG company or NG to implement NKG Verified	Claims shall refer to partnership or relationship with NKG Verified: "NKG Verified: a contribution to improve social, environmental and economic standards for farmers" "Project was conducted under NKG Verified"

NKG import companies can use the above claims to promote the selling of NKG Verified coffee at any time.

- Buyer (Roaster) and other stakeholders that wish to use the NKG Verified logo shall request it to [sustainablebusiness@nkg.coffee](mailto:sustainablebusiness@nkg.coffee). An answer with the logo and instructions for its use will be provided in 5 working days.
- Any direct claim, statement or reference made to the name NKG Verified or the logo that is not in line with the respective rules outlined in this Claims Policy will be regarded as “unauthorized”.
- Whenever an entity wishes to use any of the allowed claims in another language, the entity shall follow the same procedure as outlined in 3. [Process for allowing exceptions](#).

### 3 Process for allowing exceptions

For the use of specific text claims or the use of the allowed claims in other languages entities complying with the preconditions in [2.2 Entities that can use NKG Verified claims](#) shall contact NG Sustainable Business Unit (SBU) for approval as follows:

1. Entity sends an email to NG SBU [sustainablebusiness@nkg.coffee](mailto:sustainablebusiness@nkg.coffee) including the proposed statement
2. NG SBU provides a response within 5 working days. If approved, proceed with use. If not, adjust the text as necessary and re-submit. NG SBU will provide a response within 5 working days

Any claims which do not directly reference NKG Verified are not subject to approval.

### 4 Claims information in contracts

NKG Verified coffee contracts between an NKG exporter or NKG importers with customers shall include either this NKG Verified Claims Policy as an annex or a paragraph in the contract outlining the text of this Claims Policy. Any partnership between an NKG company or NG holding with another party related to NKG Verified shall include this NKG Verified Claims Policy.

### 5 Monitoring claims

To ensure the correct use of the NKG Verified claims and to prevent misuse, the Sustainable Business Unit conducts annual reviews of the websites of final coffee buyers (roasters) and other stakeholders involved in a partnership to implement NKG Verified. The annual reviews of websites is documented, including the date of the review and any findings. In case of findings, the coffee buyer or stakeholder is contacted to make the necessary adjustments to the public claims according to the standards of this claims policy.

## DOCUMENT HISTORY

Version	Effective date/as of	Details of change
V 1.0	October 2021	NKG Verified was launched in October 2021.
V 2.0	April 2022	No content change, only the email to request the use of logo and different claims.
V 2.1	March 2023	The Monitoring claims section is included.